



WBTV

## ORDER

Print Date 09/07/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 817744 /

Original Date / Revision  
09/06/12 09/07/12

Advertiser American Crossroads

New till 11/14/10

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Product

AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 953

Alt Order # 06306880

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 3

Advertiser Ref

Primary Account Executive  
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 35% Market Value 124000

Competing Station	% of Order	Amount
WAXN	2%	2480
WBTVn	%	0
WBTVt	%	0
WCCB	11%	13640
WCNC	15%	18600
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	37%	45880
WTVI	%	0
WUNE	%	0
WUNG	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$36,890.00	\$43,400.00	0.00	10/01/12	10/08/12	11	\$36,890.00	\$43,400.00
Totals	11	\$36,890.00	\$43,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBTV	10/05/12	10/05/12	Let's Make A Deal Let's Make A Deal	Comm	3-4p	----1--	:30	1	\$900.00	P 3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	----1--		1		\$900.00		0.00					
E 2	WBTV	10/08/12	10/08/12	Let's Make A Deal Let's Make A Deal	Comm	3-4p	1-----	:30	1	\$900.00	P 3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	1-----		1		\$900.00		0.00					
E 3	WBTV	10/06/12	10/06/12		Comm	12n-330p	-----2-	:30	2	\$4,000.00	P 3	0.00	NM	2	\$8,000.00



WBTV

Print Date: 09/07/12

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Contract / Revision **817744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/07/12

Order Sep 00:15:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **953**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ACC Football											
				ACC Football Reg Seaso											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----2-		2			\$4,000.00			0.00			
E 4	WBTV	10/06/12	10/06/12	NCAA Football (Reg) Ga	Comm	330p-7p	-----2-	:30	2	\$6,300.00	P 3	0.00	NM	2	\$12,600.00
				NCAA Football Reg Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----2-		2			\$6,300.00			0.00			
E 5	WBTV	10/07/12	10/07/12	NFL Game 1	Comm	1-4p	-----1	:30	1	\$12,500.00	P 3	0.00	NM	1	\$12,500.00
				NFL Early Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1			\$12,500.00			0.00			
E 6	WBTV	10/07/12	10/07/12	Sun Hour 2	Comm	8-9p	-----1	:30	1	\$5,800.00	P 3	0.00	NM	1	\$5,800.00
				Amazing Race											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1			\$5,800.00			0.00			
E 7	WBTV	10/04/12	10/04/12	Let's Make A Deal	Comm	3-4p	---1---	:30	1	\$900.00	P 3	0.00	NM	1	\$900.00
				Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---		1			\$900.00			0.00			
E 8	WBTV	10/02/12	10/02/12	Let's Make A Deal	Comm	3-4p	-1-----	:30	1	\$900.00	P 3	0.00	NM	1	\$900.00
				Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----		1			\$900.00			0.00			
E 9	WBTV	10/03/12	10/03/12	Let's Make A Deal	Comm	3-4p	--1----	:30	1	\$900.00	P 3	0.00	NM	1	\$900.00
				Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----		1			\$900.00			0.00			
Totals														11	\$43,400.00